MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017/2018

BTM1814 – ICT FOR MANAGERS

(Distance Education)

14 OCTOBER 2017
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 3 pages with 5 Questions only.

2. Answer all **FIVE** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answer in the Answer Booklet provided.

QUESTION 1

With the aid of suitable examples, define these terms:

a) Cloud Computing. (5 marks)

b) Big data analytics. (5 marks)

c) Augmented reality. (5 marks)

d) Key Performance Indicators (KPIs). (5 marks)

(Total 20 marks)

QUESTION 2

a) Define Value Chain Model.

(5 marks)

b) Describe THREE (3) levels of management, and explain the differing information requirements at each level.

(15 marks)

(Total 20 marks)

QUESTION 3

A transport and logistics company has decided that it no longer requires a Head Office and its strategic aim is to become a virtual organisation.

a) Discuss any THREE (3) Information Communications Technologies (ICT) that could be used to create a virtual organisation.

(15 marks)

b) The company's auditors have concerns that information held by the virtual company would lack security. List and describe TWO (2) measures that could be adopted to ensure this information remains secure.

(5 marks)

(Total 20 marks)

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QUESTION 4

Explain, with the aid of suitable examples, Michael Porter's Five Forces Model.

(20 marks)

QUESTION 5

Customer Relationship Management (CRM) systems are a key component of the information infrastructure for many organisations.

a) Discuss THREE (3) essential requirements of a successful CRM.

(15 marks)

b) With reference to examples you have studied or are familiar with, show how the failure or absence of ONE (1) of the essential requirements in (a) can cause significant difficulty to an organisation.

(5 marks)

(Total 20 marks)

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